

Internet exercise essay



The Internet is the most recent tool that marketers are using to influence consumers. Discuss the impact of the Internet on the five stages of the CDC process. What happens differently, or how does the Internet use these processes to sell more efficiently? | Internet Exercise #3: CDC Process 1.

Need Recognition During this first stage, the consumer recognizes a need that can be satisfied by a purchase. What are the ways that Internet marketers are attempting to trigger consumers' recognition of needs?

Internet marketers use browser cookies to keep track of consumers' behavior.

A browser cookie is a small piece of data sent from a website and stored in a user's web browser while a user is browsing a website. * Internet marketers are attempting to trigger consumers' recognition of a need through pop-up and banner advertising. Through gathering customers' email addresses and sending out emails with sales promotions and featured items * As a medium for communicating with customers or potential customers, the Internet allows the marketers to establish an active dialogue with consumers.

By using on-line forums and more advanced interaction space, need recognition becomes more apparent through other consumers' reviews.

What are some things that Amazon.com is doing to activate need recognition? * Previous purchasing and browsing information enables Amazon.com to personalize each member's main page with a variety of product recommendations. By studying individual purchasing and browsing history, Amazon.com recommends other products that individual mostly like to purchase. * Amazon also offers the deal of the day, lightning deals, best deals, and top coupons.

Seeing these items offered at a saving may trigger a consumer to decide that they wish to purchase. * Amazon uses “ the more buying hoicks” and “ frequently bought together” to increase the consumers’ need recognition. The bundled sales can also stimulate consumption. Alternative Search 2. Once consumers realize a need, they begin to search for potential ways to satisfy that need by finding information about the alternatives. There are five primary sources of information: internal, group, marketing, public, and experimental sources. How can the Internet provide Information for consumers? The Internet provides consumers with the ability to look up any product that they are considering purchasing and can compare features and pricing. Another common source of alternative product information is product reviews by other reviews of sellers so that they can make informed decisions about the product and the place of purchase. * Internet stores provide the description of products sale with text, photos, and multimedia files. Some online stores provide links to supplemental products, such as instructions, safety procedures, demonstrations, or manufacturer specifications.

Some provide background information, advice, and how- to guides designed to help consumers decide which product to buy. Which of the sources can the Internet influence? The internet primarily influences the internal, group, marketing and public * Internal sources or personal experiences are shaped by the internet. Sources. The consumer can personally browse the web to gather information that will allow them to find alternative solutions to meet their needs. * Group sources are communication with family and friends. The

internet allows family and friends to research products online and email links to various websites to one another.

Positive or negative experiences online by family and friends will be shared and will influence the alternative search and purchasing decisions. The internet influences marketing sources by providing a format for a variety of advertising formats from banner ads, pop up ads, email promotions, and coupon codes. * The internet influences public sources by allowing the consumer to view reviews and ratings online. * Experimental sources are not as easily influenced on the internet as the consumer usually does not have the ability to experience the product firsthand as they would in a store.

The possible exceptions would be in trial software that can be downloaded prior to purchase or websites that allow you to virtually “ test” a product. An example of this would be the Behr paint Virtual Color Selector or Paint your Place feature, where you can upload photos of the room you want to paint and see it in the colors you selected. However, the effective implementation of experimental sources often requires sophisticated planning, designing, and technology. What impact does the information available at Edmunds have on consumers’ alternative search? Edmunds allows the consumer to read product reviews, get price quotes, search different cars all from one site, and find the dealerships in their area that have the car they are looking for. This allows the consumer to educate themselves on the cars that are available to them and comparison shop without leaving their home. A consumer could do all of the research on their next car purchase from home, go to the nearest dealership to test drive the models they are most interested in, then use the information to either try and negotiate the best

price, or they can go directly to the dealer with the lowest cost for the car they are looking for.

This helps consumers to make well informed decisions, and often accelerate the consumers' DAMP. Alternative Evaluation 3. Consumers next evaluate all the viable alternatives that can satisfy the need and ampere them against each other. Consumers select the brand that best satisfies the need. Many times comparing products is difficult because of complex product features, numerous available choices, and physical distance between products in this Web site help consumers compare product alternatives? Prizewinner allows consumers to browse products and add them to a short list for side by side comparison: product cost, retailers, reviews from experts and users. * Similar products are listed to help consumers make sure that all relevant products are considered. * Consumers can sign up for a price alert so that they will be notified if he price of the product selected falls below the lowest listed price so that the consumer can get the best deal possible. * The consumer can also find vouchers for discounts on the products they are searching through this site. This website allows the consumer to evaluate the alternatives on a variety of factors and find the best selection without having to go from store to store. 4. Purchase Decision The consumer decides to make a purchase of the intended brand, purchase a different brand, or postpone the purchase. The Internet plays a major role in consumers' purchase decisions. What are some Internet features that influence purchase decisions? * Marketers often offer free shipping and/or tax free, which influence consumers when making purchase decision.

It may also prompt consumers to favor online stores over physical stores. * Sometimes companies offer more products online than they do in the store, so consumers may look online to ensure that they have the largest product selection to choose from. * The exceptional price is the biggest feature that influences consumers' purchase decisions. The Internet stores often offer cheaper prices than physical stores. The Internet stores also provide good deals to consumers, such as group buying and Cyber Monday. Revisit Amazon. Mom and discuss some of the ways the site influences the consumer's purchase decision. * Amazon Subscribe and Save program simplifies the purchases of routine purchase items, such as detergent and other household supplies. The consumer can sign up for the program, select the products that they routinely use, and schedule regular delivery of these items. This provides a high level of convenience for the consumer and may prompt them to purchase many of their household staples through this site. Amazon Prime allows for FREE two day shipping and instant streaming of movies and TV shows for its members.

This added convenience comes with a small monthly fee, and discounts on membership are often available throughout the year. By having the Prime Membership a consumer may be more likely to select Amazon as the site through which they make their purchase to take advantage of the added benefits. What role does UPS play in the purchase decision? * UPS provides worry-free purchasing experience by offering package tracking service. This tracking service not only provides expected time of delivery, but also all time updates on package location.

This tracking service is a critical piece, which complements the entire online purchasing experience, so consumers will continue to meet their needs through online purchases. * UPS makes product returns easy for consumers, so consumers don't need to worry about the ill-fitting suit and broken goods on the Internet shopping. And checking accounts on the purchase decision. * Papal allows buyers and sellers to have a secure way to pay for and receive payment for goods and services. By allowing people to purchase online through the use of Papal, credit cards, or OFT, the consumer is able to make a purchase without the physical exchange of cash.

This provides an added level of convenience and also may prompt a greater amount of spending as it doesn't have the same emotional impact to complete a financial transaction online as it does to physically hand over cash for a transaction. * The Papal Buyer Protection Policy states that the customer may file a buyer complaint within 45 days if they did not receive an item or if the item they purchased was significantly not as described. If the buyer used a credit card, they might get refund via chargeable from their credit-card company. 5. Postprocessor Evaluation

The consumer reviews the purchase and the entire purchase process for the product. If consumers have doubts or second thoughts about a purchase, they experience postprocessor dissonance. What are Internet marketers doing online to help customers avoid dissonance? * Many Internet marketers offer a variety of products to help customers avoid dissonance, which includes warranties, extended warranties, and roadside assistance program. * The Internet marketers help consumers to choose appropriate goods by

ways of showing the difference between two similar products, making size suggestion, and indicate the usage of the product.

Go to the Ford Web site. If you had a problem with the purchase off Ford Explorer what does the site do to help you alleviate or avoid dissonance? * Ford offers warranties, extended warranties, and Roadside Assistance * GAP coverage to assist consumers in the event of the car being stolen or declared a total loss after an accident. This coverage will pay the difference between the insurance company's payout and the outstanding balance on the loan. * Ford offers maintenance plans that cover some normal wear and tear items as well as manufacturer recommended maintenance services. This plan is transferable to a subsequent owner.

The above options may alleviate postprocessor dissonance by giving them the assurance that any problems that they experience will be resolved by the company. How does eBay. Com allow consumers to review the purchase process? * eBay allows the consumer to review the purchase process and rate the product and seller. These reviews allow those who are looking to make a purchase have a better understanding of what they are purchasing and who they are purchasing it from. This helps reduce risk for purchasers by giving them the opportunity to avoid those products and sellers with low ratings.